

Focusing *technology*
on what's most important...

your members.

ONGOING 
OPERATIONS

ANNUAL REPORT 2015

President's Report

KIRK DRAKE

President/CEO, Ongoing Operations



This year has been, and continues to be, pivotal for Ongoing Operations. We reclassified our products as solutions, we identified the qualities of a Credit Union that benefits most from our products and services, and we are restructuring our workforce to fully serve and assist our clients.

In addition to all we have accomplished, we also have a plan to take OGO and the Credit Unions we serve to the next level. Our most immediate objectives surround our new marketing and business development strategy which is well underway. In particular, we are working on:

- Developing clear language to accurately and powerfully convey our products and services
- Creating standardized, branded templates for all client facing materials
- Launching a completely redesigned website geared towards CU CEOs
- Revitalizing, redesigning and updating previously published blog articles, e-books and white papers
- Organizing and segmenting contacts for targeted communication to specific audiences
- Instituting a process for regularly scheduled product and service rollouts
- Documenting a Conference Playbook with business development and influencer goals
- Delivering quarterly newsletters to clients and prospects

**We have ambitious goals for the next year, and
WE WILL DELIVER!**

Chairman's Report

BRUNO SEMENTILLI

CEO, Quorum Federal Credit Union



Ongoing Operations is continually searching for new ways to help Credit Union executives meet key business continuity goals effectively while tackling technology challenges resourcefully.

To accomplish these objectives for clients, OGO sees it a priority to serve as an extension of your team and, unlike traditional vendors, to design each solution with a Credit Unions' specific requirements in mind.

Because it is important for the CUSO and the Credit Union client to work as true partners, OGO recently enhanced its client services team through a new Vice Chief Information Officer (VCIO) structure. OGO's VCIOs work closely with each Credit Union client to foster collaboration and ensure that their organization is achieving the best possible business continuity and technology results.

I am pleased with the traction we are gaining in providing superior solutions and unprecedented client support. I am proud to be Chairman at Ongoing Operations and would like to thank my fellow board members and the OGO staff for their dedication and commitment to the Credit Union industry.

As we all search for the best ways to serve members through new technology while maintaining the highest levels of security, CUSOs like OGO remain a vital resource in helping us compete with larger financial institutions. I look forward to continuing to benefit from the innovation that OGO offers. Thank you for your participation in our CUSO. We look forward to continuing our partnership for many years to come.

The Cloud Revolution

TAKING YOUR CREDIT UNION TO THE NEXT LEVEL

For Credit Unions to succeed, we know they need to shift their business model and focus all of their technology resources on:

- Member Facing Technology
- Technology Marketing
- Technology Enabled Service

As it stands, most Credit Unions are draining all their energy and resources into Technology Compliance, Technology Infrastructure, and Human Resources. OGO has found these areas performing better once systematized and outsourced, thus leaving core personnel completely devoted to Credit Union members and organizational efficiency.

OGO CURRENT STATUS

10+ Credit Unions are "All-In"
30-40 on their way
Projecting 50-100 more in the next 5 years

Going "All-In" with OGO means a Credit Union streamlines its operations while saving money, freeing up resources and providing better technology and services to its members. But first, a CU must align with OGO's philosophy.

Introducing...

CREDIT UNION EFFICIENCY INDEX

Although we are seeing it more and more, not all CU's are ready to jump "All-In" immediately. We've recently developed our Credit Union Efficiency Index (CUEI) as a way for Credit Unions to test the waters with OGO.

The CUEI assesses a Credit Union's IT spend and compares it to that of its peers. A Credit Union collects a variety of costs across the company (think licensing, labor, infrastructure, depreciation, applications, etc.). OGO takes that information and inputs the data into our CUEI model which allows the Credit Union to assess its spend as compared to others in the industry. This ultimately helps the CU pinpoint areas where cost can be improved and highlights areas where OGO can help.

We have already realized the benefits of our new approach, and we are excited for the future!

DECLARE A DISASTER

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SUPPORT

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Board of Managers

Our experienced Board of Managers consists of credit union industry leaders with decades of experience in managing both technology and business functions of organizations.

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